

**Health promotion and Policy-making – two sides of the coin of cultural maturity:
the dynamics of Semiotic Learning**

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Abstract

Historical interpretations of the Ancient Greek initial and simultaneous emergence of three founding areas of Western civilization – philosophy, medicine and semiotics – opens up a dilemma which is still active today, that of the tension between a problem-solving approach and one of opening up developmental dynamisms, which continuously search for the best possible outcomes. Semiotic Learning is a truism, as all learning is necessarily semiotic in nature, that is, it intrinsically conveys meaning-making processes. The central idea is that societies organize themselves according to deep ingrained shared beliefs. Health promotion and policy-making represent a powerful indicator of the degree of cultural maturity of a certain community, contextualized in a specific chronologic age. The argument is that the hypermodernity and the late capitalist context of post-industrial societies faces paramount challenges which call for a rethinking of the grassroots assumptions and values that have marked the identity of the Western world. This challenge is both scientific and technological in nature as it is the sphere of action of techno-science itself which is at stake. That is, human's action may be potentiated in order to enable the manifestation of its highest potential, and that is both an individual and a collective task, one which needs groundbreaking reframing of the bases of our civilization.